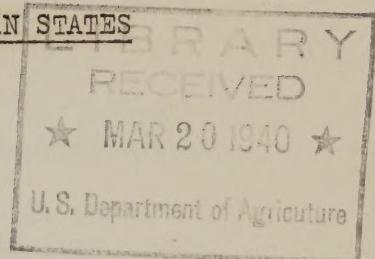


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REGIONAL EXTENSION CONFERENCE FOR NORTHEASTERN STATES

New York City
Hotel Park Central

February 29, March 1-2, 1940



Thursday, February 29

General Session

- 10:00 a.m. Opening of Conference.....R. B. Corbett, Conn.
J. O. Knapp, West Va.
G. E. Lord, Maine
- Chairman: J. C. Kendall,
New Hampshire
- Theme: The Field of Extension in Agriculture
and Home Economics
- 10:15 a.m. Objectives.....H. C. Ramsower,
Director of Extension,
Ohio
- 10:45 a.m. Relations with Other Agencies.....Carl F. Taeusch, Head,
Division of Programs,
Study and Discussion,
U. S. D. A.
- 11:15 a.m. Discussion of two previous papers.....Reuben Brigham,
Assistant Director,
Extension Service,
U. S. D. A.
- J. E. Carrigan,
Director of Extension,
Vermont
- 11:45 a.m. Discussion from the floor.
- 12:30 p.m. Luncheon.
- 2:00 p.m. Group Sessions. See pages 3-15.

Friday, March 1

8:45 a.m. General Session.

Chairman: T. B. Symons, Maryland.

Theme: Unifying Efforts of Extension Workers.

8:45 a.m. (a) Vegetable Growers' Program.....J. W. Dayton,
Massachusetts.

9:05 a.m. (b) Unified County Program on Land-Use..T. N. Hurd,
New York

9:25 a.m. (c) Better Living From the Farm.....Gertrude Humphreys,
West Virginia

9:45 a.m. (d) Illustrations From 4-H Club Work....A. J. Brundage,
Connecticut.

10:05-10:45 a.m. Discussion.

10:45 a.m. Recess

Chairman: Mrs. Annette T. Herr, Massachusetts.

11:00 a.m. Highlights of the Appraisal of Home
Demonstration Work in the
Northeastern States.....Marion Butters, N. J.
C. A. Thompson, N. J.

12:30 p.m. Luncheon.

1:30 p.m. Group Sessions. See pages 3-15.

Saturday, March 2

9:00-10:45 a.m. Group Sessions. See pages 3-15.

11:00 a.m. General Session

Chairman: L. A. Bevan,
New Jersey

Theme: Evaluation of Present Extension Work
and a Look Ahead.

11:00 a.m. Russell Lord.

11:30 a.m. H. C. Ramsower, Director of Extension, Ohio.

12:00 noon Discussion opened by Chairman.

12:15 p.m. Summary of Conference.....A. J. Deering,
Director of Extension,
Maine

12:30 p.m. Adjournment.

PROGRAM FOR EXTENSION DIRECTORS

Thursday, February 29

10:00 a.m. General Session.

2:00 p.m. Extension Directors.

Chairman: R. B. Corbett, Connecticut

Executive Session.

Friday, March 1

8:45 a.m. General Session.

Saturday, March 2

11:00 a.m. General Session.

PROGRAM FOR COUNTY AGENT LEADERS

Thursday, February 29

10:00 a.m. General Session.

2:00 p.m. County Agent Leaders.

Discussion Leader - E. A. Flansburgh.

Theme: "The County Agent's Job - 1940 Model" with special reference to community programs, community extension committees, national agricultural programs, the new conservation program.

Discussion.

Friday, March 1

8:45 a.m. General Session.

1:30-3:30 p.m. Joint Session on Supervision - County Agent Leaders, Home Demonstration Leaders, 4-H Club Leaders.

Discussion Leader - R. B. Corbett, Connecticut.

Theme: The Supervisor's Part in Coordinating Extension Work.

Discussion.

3:30-5:00 p.m. County Agent Leaders.

Discussion Leader - R. C. Dolloff, Maine.

Theme: The County Agent Leaders' Part in Land-Use Planning.

Discussion.

Saturday, March 2

9:00 a.m. County Agent Leaders.

Discussion Leader - R. K. Clapp, Connecticut.

Theme: What Kind of Plans of Work Should We Ask of the County Agents?

Discussion.

11:00 a.m. General Session.

PROGRAM FOR HOME DEMONSTRATION LEADERS

Thursday, February 29

10:00 a.m. General Session.

2:00 p.m. Home Demonstration Leaders.

Chairman: Daisy D. Williamson, New Hampshire.

Secretary: Estelle Nason, Maine.

Theme: Building Home Demonstration Programs in 1940.

Does the appraisal of Home Demonstration Work indicate any revision or change of emphasis in present program.....Five minute reports by Home Demonstration Leaders.

Review of new circular "Progress in Home Demonstration Work".....Florence L. Hall, U. S. D. A.

Report on survey, "Background Data Used in Program Building".....Marjorie Luce, Vermont.

Discussion - Adjustments in Home Demonstration Programs.

Friday, March 1

8:45 a.m. General Session.

1:30-3:20 p.m. Joint Session on Supervision - County Agent Leaders, Home Demonstration Leaders, 4-H Club Leaders.

Discussion Leader - R. B. Corbett, Connecticut.

Topic for Discussion - The Supervisor's Part in Coordinating Extension Work.

3:30-5:00 p.m. Joint Session - Home Demonstration Leaders with Clothing Specialists and 4-H Club Leaders (women).

Chairman: Venia Kellar, Maryland.

Secretary: Ellen VanCleef, Connecticut.

Theme: Consumer Information in the Clothing Program.

The Consumer Movement as it Affects Clothing Buying.....Ruth O'Brien, U. S. D. A.

Experiments in Cooperation Between
Retailers and Homemakers.....Inez LaBossier,
New Jersey.

Discussion.

Saturday, March 2

9:00-10:45 a.m. Joint Session - Home Demonstration Leaders with
Marketing Specialists.

Chairman: E. A. Perregaux, Connecticut.

Theme: State and Federal Cooperation on Regional
Marketing Projects.

An Information Service on Food Products for
Consumers in New York City.....Mrs. Frances G. Gannon,
Director of Bureau of Consumers Service,
City of New York, Department of Markets.

9:30 a.m. Consumer Problems and Educational
Approaches.....D. E. Montgomery,
Consumers Counsel,
A.A.A., U. S. D. A.

10:00-10:45 a.m. Discussion.

11:00 a.m. General Session.

PROGRAM FOR 4-H CLUB LEADERS

Thursday - February 29

10:00 a.m. General Session.

2:00 p.m. 4-H Club Leaders.

Discussion Leader - C. B. Wadleigh, New Hampshire.

Theme: What's Ahead for Rural Youth?

What are some of the outstanding problems of rural youth in the Northeastern States?

How is the 4-H Club program helping to prepare rural people to solve these problems?

Discussion.

Friday - March 1

8:45 a.m. General Session.

1:30-3:20 p.m. Joint Session on Supervision - 4-H Club Leaders, Home Demonstration Leaders, County Agent Leaders.

Discussion Leader - R. B. Corbett, Connecticut.

Theme: The Supervisor's Part in Coordinating Extension Work.

3:30-5:00 p.m. Joint Session - 4-H Club Leaders (women), Home Demonstration Leaders, Clothing Specialists.

Chairman: Venia Kellar, Maryland.

Secretary: Ellen VanCleef, Connecticut.

Theme: Consumer Information in the Clothing Program.

The Consumer Movement as it affects Clothing Buying..... Ruth O'Brien,
U.S.D.A.

Experiments in Cooperation between
Retailers and Homemakers..... Inez La Bossier,
New Jersey.

3:30-5:00 p.m. Joint Session - 4-H Club Leaders (men),
Agricultural Engineers.

Discussion Leader - A. L. Baker, Pennsylvania.

Theme: Examples of Agricultural Engineering 4-H
Club Projects.*

4-H Rural Electrification Project in
Maryland A. V. Krewatch, Maryland.

4-H Farm Shop Activities in
Pennsylvania..... V. S. Peterson, Pennsylvania.

4-H Fire Prevention Activity in
Pennsylvania..... J. R. Haswell, Pennsylvania.

4-H Agricultural Engineering
Projects in New York..... H. S. Pringle, New York.

Discussion.

*Note: State Club Leaders from States citing examples
will contribute observations.

Saturday - March 2

8:45-10:45 a.m. 4-H Club Leaders.

Discussion Leader - C. H. Hartley, West Virginia.

Theme: Supervisory Responsibilities of 4-H Club Leaders.

Discussion.

11:00 a.m. General Session.

PROGRAM FOR CLOTHING SPECIALISTS

Thursday - February 29

10:00 a.m. General Session.

2:00 p.m. Clothing Specialists.

Chairman: Esther C. Page, Massachusetts.

Secretary: Hazel Hill, New Hampshire.

Theme: The Extension Clothing Program - to what extent is it meeting the needs of rural families?

How to determine clothing needs and problems of rural families.

What do rural families spend for clothing?

Should more emphasis or less be put on clothing construction? In adult program? In 4-H program?

How much emphasis should projects on Grooming or Look Your Best have in Clothing Programs? For adults? For 4-H Club members?

Friday - March 1

8:45 a.m. General Session.

2:00-3:30 p.m. Clothing Specialists.

Chairman: Mabel McDowell, Pennsylvania.

Secretary: Helen Powell Smith, New York.

Theme: Consumer Information in the Clothing Program.

Discussion: Teaching Methods, Problems, and Results.

3:30-5:00 p.m. Joint Session - Clothing Specialists, Home Demonstration Leaders, 4-H Club Leaders (women).

Chairman: Venia M. Kellar, Maryland.

Secretary: Ellen VanCleef, Connecticut.

Theme: Consumer Information in the Clothing Program.

The Consumer Movement and Clothing Buying....Ruth O'Brien,
U. S. D. A.

Experiments in Cooperation between
Retailers and Homemakers.....Inez LaBossier,
New Jersey.

Saturday - March 2

9:00-10:45 a.m. Clothing Specialists.

Chairman: Helen Shelby, Maryland.
Secretary: Edna Sommerfeld, Vermont.

Theme: Newer Types of Illustrative Material.

Exhibits.

Demonstrations.

Colored Slides.

Discussion.

11:00 a.m. General Session.

PROGRAM FOR MARKETING SPECIALISTS

Thursday, February 29

10:00 a.m. General Session.

2:00 p.m. Marketing Session.

Chairman: M. C. Bond, New York.

Theme: Some Extension Marketing Projects in the Northeastern States With a Description of Methods Followed, Problems Encountered and Results Obtained.

Market Survey and Merchandising Program for Apples and Potatoes in New Jersey.....K. R. Slamp, N. J.

Advertising and Quality Programs:

- a. Potatoes.....D. W. Reed, Maine
- b. Potatoes.....H. N. Reist, Pa.

Market Facilities:

- a. Connecticut Valley Regional Market.....G. B. Clarke, Conn.
- b. Philadelphia.....R. B. Donaldson, Pa.

Poultry and Egg Marketing:

- a. New Hampshire.....L. A. Dougherty, N.H.
- b. Grading, Certification, and Consumer Education.....S. B. Shaw, Md.

Milk Marketing Program:

- a. Massachusetts.....E. W. Bell, Mass.
- b. New York.....C. Blanford, N.Y.

5:00-6:00 p.m. Motion Pictures on Marketing.

Terminal Produce Market - Connecticut.

Handling the Celery Crop From Producer to Consumer - Pennsylvania.

Distribution of Food in New York City - New York.

Egg Marketing - Pennsylvania.

Friday, March 1

8:45 a.m. General Session.

11:00 a.m. Marketing Session.

Chairman: H. R. Varney, Vermont.

Theme: State and Federal Cooperation on Regional
Marketing Projects.

Northeastern Vegetable and Potato Council's
Program.....W. C. Ockey, U.S.D.A.

Developing Public Understanding of
Marketing Problems.....W. R. Moreland, N.J.

Northeastern Dairy Conference
Committee.....W. B. Silcox, U.S.D.A.

Land Use Planning (marketing phases)....L. M. Vaughan, U.S.D.A.

Discussion.

1:30 p.m. Marketing Session.

Panel Discussion - Leader, L. A. Bevan, New Jersey.

Theme: Is Our Distribution System Adequately and
Efficiently Handling Farm Products?

Fruits and Vegetables.....Porter Taylor,
General Crops Section,
A.A.A., U.S.D.A.

Dairy.....J. O. Eastlack,
Vice President,
Borden's Farm Products
Div.

Poultry.....John Huttar,
Grange League Federation.

Cooperatives.....T. G. Stitts,
Cooperative Division,
Farm Credit Adminis-
tration, U.S.D.A.

Saturday, March 2

- 9:00 a.m. Joint Session - Marketing Specialists, Home Demonstration Leaders.
- Chairman - E. A. Perregaux, Connecticut.
- Theme: The Role of the Consumer in the Marketing of Agricultural Products.
- What New York City Does for its Consumers of Food.....Mrs. Frances F. Gannon,
Director of Bureau of Consumers Service,
City of New York, Department of Markets.
- 9:30 a.m. Consumer Problems and Educational Approaches.....D. E. Montgomery,
Consumers Counsel,
A.A.A., U.S.D.A.
- 10:00-10:45 a.m. Discussion.
- 11:00 a.m. General Session.

PROGRAM FOR AGRICULTURAL ENGINEERS

Thursday, February 29

10:00 a.m. General Session.

2:00 p.m. Agricultural Engineers.

Chairman: W. C. Harrington, Massachusetts.

Theme: Regional Cooperation.

Using the Northeastern Building
Plan Service.....R. W. Carpenter, Md.
L. L. Sammet, Conn.

Revision of the Northeastern
Farm Building Plans.....Wallace Ashby, Chief,
Division of Structures,
Bureau of Agricultural
Chemistry and Engineer-
ing, U.S.D.A.
W. C. Harrington, Mass.

Cooperation in the Production
of Publications.....H. E. Pinches, Conn.

Cooperative Production of
Illustrative Material.....J. R. Haswell, Pa.

Discussion.

Friday, March 1

8:45 a.m. General Session.

2:00-3:20 p.m. Agricultural Engineers.

Chairman: W. T. Ackerman, New Hampshire.

Theme: Extension Objectives and Procedure
for Rural Electrification
Instruction and Demonstration.

Opening Discussion by W. T. Ackerman, New Hampshire.

For Home Uses.....A. V. Krewatch, Maryland.

For Paying Uses.....W. C. Krueger, New Jersey.

3:30-5:00 p.m. Joint Session, Agricultural Engineers and 4-H Club Leaders.

Discussion Leader: A. L. Baker, Pennsylvania.

Theme: Examples of Agricultural Engineering 4-H Club Projects for Discussion.*

4-H Rural-Electrification Projects in Maryland.....A. V. Krewatch, Md.

4-H Farm-Shop Activities in Pennsylvania.....V. S. Peterson, Pa.

4-H Fire-Prevention Activity in Pennsylvania.....J. R. Haswell, Pa.

4-H Agricultural-Engineering Projects in New York.....H. S. Pringle, N.Y.

Discussion.

*Note: State Club leaders from States citing examples will contribute observations.

Saturday, March 2

9:00-10:45 a.m. Agricultural Engineers.

Chairman: H. E. Pinches, Connecticut.

Theme: Engineering Objectives and their Coordination in Extension Programs.....W. C. Krueger, N.J.

Planning the Best Use of Engineering Factors Affecting:

Land Use.....P. R. Hoff, N.Y.

Farm Enterprises.....H. W. Riley, N.Y.

Farm Living.....M. G. Huber, Maine.

Discussion.

11:00 a.m. General Session.

Extension Service, United States Department of Agriculture

REGIONAL EXTENSION CONFERENCE FOR NORTHEASTERN STATES



Extension Directors
State and Assistant State Leaders
of County Agricultural Agents
State and Assistant State Leaders
of Home Demonstration Agents
State and Assistant State Leaders
of 4-H Clubs
Clothing Specialists
Marketing Specialists
Engineering Specialists



Park Central Hotel, New York City

February 29 - March 2, 1940